

Ad ID 118

Ad Text Ta-Nehisi Coates on growing up in West Baltimore

The famous African-American writer Ta-Nehisi Coates grew up in West Baltimore with people who lost a child whether to the streets, to guns or to jail. Today, his goal is to protect his son from the different forms of violence that he experienced in school and on the streets.

People of color have been dealing with injustice ever since they crossed the North American continent. For instance, in West Baltimore, Ta-Nehisi was trained not to go to the neighborhoods unless you know this place. He was told that you cannot tolerate anybody attempting any physically violent threat to you. Moreover, his mom was feared that her children would get arrested.

What does it mean? Undoubtedly, black Americans were afraid of police, improper procedure, injustice or what is worse, being killed by police officer. That's why the nationwide furor over the growing number of unarmed black men fatally shot by police officers has put the public on a new trend in America. In fact, this new trend caused disproportionate number of unarmed people of color killed by police.

How dangerous is to live in your area today?

Ad Landing Page <https://www.facebook.com/Black-Matters-1579673598947501/>

Ad Targeting Location - Living In: United States: Baltimore Maryland; Ferguson, St. Louis Missouri; Cleveland Ohio

Age: 18 - 65+

Placements: News Feed on desktop computers or News Feed on mobile devices

People Who Match: People who like Black Matters, Friends of connections: Friends of people who are connected to Black Matters

Ad Impressions 327

Ad Clicks 18

Ad Spend 157.72 RUB

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